Mohamed SaadEldin

PROFILE

professionally qualified Business, Sales, Marketing and Technical expert with more than twenty years of experience. Proven abilities in defining company direction, achieving targets and developing new and repeat procedures.

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Country: *Saudi Arabia.*
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Email: *butadiene4000@yahoo.com*
Phone: *+966 501466253 Saudi Arabia*
+2 01149400366 Egypt.
Nationality *Egyptian.*
Mobility *Egypt, GCC, EMEA, North America, Europe.*
Driving Licenses: *Egypt, UAE, KSA.*
Residence permit: *Transferable Iqama.*

EXPERIENCE

Marketing & Business Development Manager
Arabian United Float Glass Co.
JUL 2020 – Present.
Yanbu, Saudi Arabia.

Strategy and Planning:
- *Lead S&OP process.*
- *Take control inventory & participate with plant operation for production schedule.*
- *Ensure compliance with Business plan & Budget.*
- *Provide information on market and creative trends.*
- *Plan approaches to develop proposals that speaks to the client's needs, and objectives.*
- *Participate in developing the marketing strategy within the overall Company strategy.*

Business Development:
- *Present to and consult with mid and senior level management on business trends with a view to developing new services, products, and distribution channels.*
- *Using knowledge of the market and competitors, identify and develop the company's unique selling propositions and differentiators.*
- *Work with management team to identify and evaluate market, new target clients*
- *Identify and evaluate specific new profitable business opportunities.*
- *Maintain an excellent client relationship with existing and potential client.*
- *Manage the current distribution channels.*

Marketing:
- *Define minimum net and sales prices for each region/grade to be used by sales force.*
- *Identify new products and evaluate and execute new products launch initiatives.*
- *Allocate products to individual markets to maximize profitability on an ongoing basis.*
- *Monitor competitive activities and initiate defensive measures.*
- *Track and report marketing performance (e.g. profitability, netback) per product.*
- *Develop and Maintain Customer Database*
- *Find potential new customers / markets, and continue to grow business in the future.*
- *Identify opportunities for campaigns / social media activities / website update, communication, services, and distribution channels that will lead to an increase in sales.*
- *Introduce new products to targeted segments & consultants.*

Senior Sales Manager
Huntsman Corporation
FEB 2019 – JUN 2020
Dammam, Saudi Arabia.

•Planning and executing solutions for the sales team to deliver to customers Mentoring sales team members.
•Identifying business opportunities with current and prospective customers.
•Analyzing opportunities by researching the industry and market trends.
•Maintaining relationships with larger clients by providing information, support and guidance.
•Preparing reports by collecting sales information and statistics.
•Ensure outstanding collections are made on time with an aim at achieving zero bad debts for assigned customers.
•Reflecting clear image of client requirements to R&D and sharing in developing his needs.
•Territory and time management for the assigned customers/area.
•Investigate the economic conditions surrounding our business.
•Prepare a detailed business plan so not to lose sight of our goals.
•Attend trade shows, and seminars to keep up to date.
•Making accurate, rapid cost calculations on time. Pitching with the right price, not always giving the lowest quote.
•Liaising with sales coordinator to check the progress of orders.
•Ensure outstanding collections are made on time with an aim at achieving zero bad debts for assigned customers.

Business Development Manager & Senior Account Manager
RITVER COATINGS (RAR HOLDING GROUP)
OCT 2016 – JAN 2019
Riyadh, Saudi Arabia.

•Preparing a plan to startup a powder coatings business in GCC from scratch.
•Managing the progress of a powerful business mix (bulk volumes supply contracts, domestic consignment stocks, specifications selling…etc.).
•Targeting my old relation prospects to close annual agreements (ALUPCO, Gulf Ext, Eastern Ext, Elite, Emirate Ext, …etc.).
•Sharing in developing marketing materials, catalogs, brochures, Qualicoat approvals for super-durable products.
•Sharing in developing a specification manual and a guarantee scheme for specification selling activities.
•Building a relationship network with architects, consultants, contractors, fabricators and tighten current relation with clients to support added value selling plan.
•Sharing in R&D objectives like developing new products (FBE, Super durable, economic whites, wood finishes, …etc.)
•Planning and overseeing new marketing initiatives.
•Increasing the horizontal sales for current customers while attracting new ones.
•Finding and developing new markets and improving sales.
•Attending conferences, meetings, and industry events.
•Developing quotes and proposals for clients.
•Developing goals for the development team and ensuring they are met.
•Training personnel and helping team members develop their skills.
•Territory and time management for the assigned customers/area.
•Investigate the economic conditions surrounding our business such as industry trends and competition.
•Conduct extensive market research prior to starting up the business and gathering information throughout the life of the business.
•Contact professionals such as an accountant, banker and/or lawyer to provide information for our business.

Sales and Business Development manager
AKZONOBEL
SEP 2011–OCT 2016
Dubai, United Arab Emirates.
Jeddah & Riyadh
Saudi Arabia.
Cairo, Egypt.

- *Territory and time management for the assigned customers/area.*
- *Investigate the economic conditions surrounding our business.*
- *Conduct market research prior to starting up the business.*
- *Prepare a detailed business plan so not to lose sight of our goals.*
- *Attend trade shows, and seminars to keep up to date.*
- *Develop a situation analysis of the company to assist in the development of a strategic plan for the future of the business.*
- *Making accurate, rapid cost calculations on time. Pitching with the right price, not always giving the lowest quote.*
- *Liaising with sales coordinator to check the progress of orders.*
- *Ensure outstanding collections are made on time with an aim at achieving zero bad debts for assigned customers.*
- *Reflecting clear image of client requirements to R&D and sharing in developing his needs.*

Technical manager
United Coating Industries
OCT 2006 – JUL 2011
Dammam
Saudi Arabia.

- *Performing R&D activities, Formulating and pricing new Products.*
- *Follow up the raw materials stock, searching for new sources, price, quality wise.*
- *Cost reduction re-engineered products, formulation and machine setting approach.*
- *Applying professional procedures, qualicoat and ASTM.*
- *High profile products, innovative approach.*
- *Preventive maintenance plan following up and spare parts procurements.*
- *Domestic and abroad Customers Technical supporting.*
- *Following production operators and accomplishing their jobs according to time schedule.*
- *Preparing and following up production plan, production reports (weekly, monthly, yearly).*
- *correcting any Malformed product (corrective action).*

Technical manager
EGYCOAT
TIGER COATING
SEP 1999 – OCT 2006
Cairo, Egypt

- *Performing R&D activities.*
- *Recycling of rejected products, raw materials and fine powder.*
- *Formulating and pricing new Products.*
- *Applying Tigerwerk production procedure and Qualicoat policies.*
- *Following up operators and accomplishing their jobs according to time schedule.*
- *Raw materials procurements and new RMs developments.*

QC In charge
CitroMisr Citric Acid
MAR 1999 – SEP 1999
Cairo, Egypt

- *Performing QC tests According to British Pharmacopoeia.*
- *Raw materials checking up.*
- *Applying VogelBusch quality policies.*
- *Maintaining the instruments software.*
- *Following up the sampling procedure.*

QC Chemist & Formulator
Al Shrif Plastic Industries
SEP 1998 – MAR 1999
Cairo, Egypt

- *Performing QC tests*
- *Formulating Plastic formulas according to the customers' specifications.*
- *Research and Developments*
- *Following up operators and accomplishing their jobs according to time schedule.*

EDUCATION

Institution:	*Ain-Shams University*	**From:**	*SEP 1994*
Degree:	*Bachelor of Science*	**To:**	*JUN 1998*
Major:	*Chemistry*	**GPA:**	*79*

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ACHIEVEMENTS

•Building a life powder coatings business for Akzonobel from scratch all over KSA and Bahrain, in few months.
•QualiCoat approval for EgyCoat , UCIcoat.
• Building a life export business for Colorama in Kenya, Saudi Arabia and Bahrain.
•Deep knowledge and experience in many business like powder coatings, Polyurethane foams, Float Glass, with vast contacts with customers in GCC, MENA regions.
•A team player to sign a powerful contract for supplying 500MT annually from Akzonobel (Egypt) to ALUPCO in Saudi Arabia and built a close relationship with them.
•conducted first AN market survey for powder coating market in Saudi Arabia.
• Building a life business for Ritver Paints in Saudi Arabia and Bahrain from scratch.
•rebuilt the damaged relationship with customers in UAE and revived a lot of valuable accounts.

LANGUAGE

Language	Speaking	Listening	Reading	Writing
English	*Fluent*	*Fluent*	*Fluent*	*Fluent*
Arabic (Native)	*Fluent*	*Fluent*	*Fluent*	*Fluent*

SKILLS

- *People Management.*
- *Flexibility.*
- *Self-confidence.*
- *Team building.*
- *Interpersonal Skills.*
- *Continuous learning.*
- *Active listener.*
- *Target driven.*
- *Demand Planning.*
- *team player.*
- *Digital Marketing.*
- *Positive attitude.*

COURSES

- *Anti Bribery 2012 Course (Akzonobel Academy).*
- *Trade Secrets Certificate (Akzonobel Academy).*
- *Life Saving Rules (Akzonobel Academy).*
- *Careful Communications Certificate. (SGI Global).*
- *Fraud Awareness (SGI Global).*
- *Antitrust Law (SGI Global).*
- *Global Export Control Course (Akzonobel Academy).*
- *Akzonobel Code of Conduct (Akzonobel Academy).*
- *Safety and Environmental Issues Course (Akzonobel Academy).*
- *Preventing Anti-Competitive Practice (SGI Global).*

IT SKILLS

WORD		POWERPOINT	
EXCEL		visual studio.net	
ACCESS		Adobe photoshop	
MS DX		Odoo	

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